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LAST MINUTE NEWS

'National' not for sale

NEW YORK—Peter Price, president and publisher of *The National*, last week denied the sports daily is for sale. But he acknowledged an unauthorized inquiry about a possible sale had apparently been made to Gannett Co., publisher of *USA Today*. Sheila Gibbons, Gannett's director of public affairs, said the company was approached by Wasserstein Perella & Co., an investment banking company. Executives at Wasserstein Perella denied they had been retained by *The National*, but a source confirmed an unidentified Wasserstein representative approached Gannett. Publishing industry sources said companies like Wasserstein routinely make unauthorized inquiries to generate new business.

Kodak mulls upfront print deals

ROCHESTER, N.Y.—Eastman Kodak is considering
(Continued on Page 8)

Della Femina: I'm out if Eurocom won't act

By Jon Lafayette and Laurel Wentz

NEW YORK—Jerry Della Femina last week said he's so disappointed with the French agency group that bought his agency he's considering leaving the business.

Mr. Della Femina, chairman of Della Femina, McNamee, said he's concerned that Paris-based Eurocom, his shop's parent since October 1989, is no longer serious about spending money to help the agency grow in the U.S.

"There has been more talk and less action than I would like there to be," said Mr. Della Femina, whose bald head and quick wit have made him a Madison Avenue legend. "I'm not going to hang around with a loser."

When asked to comment on Mr. Della Femina's remarks,

Pierre de Plas, Eurocom's VP-chief operating officer, laughed and said, "That's Jerry."

"There was a board meeting last week and [Mr. Della Femina] said, 'You've got to go fast,' and he's right," Mr. de Plas said.

Eurocom has identified three potential partners in the U.S. and is having "very big discussions with them," Mr. de Plas said. But no date has been set for announcing a deal.

"Jerry would like us to reach an agreement in a minute. . . . It is obvious we are committed to grow in the U.S. We
(Continued on Page 72)



J. Della Femina

The gospel of advertising from Rev. Jesse Jackson

The Rev. Jesse Jackson—civil rights activist, founder of Operation PUSH, former presidential hopeful and ambassador without portfolio—has added a new title to his collection, that of TV talk show host.

"The Jesse Jackson Show" made its debut last month in more than 100 markets, with discussions ranging from the plight of the American Indian to the savings & loan scandal. The program, syndicated by Warner Bros. Domestic Television Distribution, counted Procter & Gamble Co. among its early sponsors, along

with Kellogg Co. and Nestle, a Warner official said.

Before taping his third installment, the Rev. Jackson, 49, talked to Advertising Age Washington Bureau Chief Steven W. Colford about TV, advertisers and advertising, particularly as they involve minorities.

Advertising Age: Operation PUSH, the Chicago-based civil rights group you once led, is boycotting Nike. What criteria are there for determining whether an advertiser will be targeted?

Rev. Jackson: Usually we look

at an industry where there is heavy black consumption. In return for that, a reciprocal relationship is that we want fair employment—no jobs, no dollars. Then we look at economic development. In other words, additional jobs, horizontally, at the base, and vertically, at the board of directors, vice presidents, key positions.

Where are they banking? Insurance companies, law firms, ad agencies—the range of economic development. . . .

When Operation PUSH, for example, took a look at the athletic shoe industry, there was this whole crisis of kids killing each
(Continued on Page 72)



David E. Hille

Jesse Jackson says using black media is good business.

Publishers see bad times getting worse

By Scott Donaton

SCOTTSDALE, Ariz.—The magazine industry's advertising sales slump is likely to worsen next year, agreed publishers gathered at the annual American Magazine Conference here last week. But they're divided on how to survive the downturn.

Some publishers are talking about defensive measures such as strategic alliances between media companies to turn around flagging ad pages.

Others are blaming the economy and not themselves for the industry's woes and insisted the only way for publishers to survive the soft market is to "hunker down," stick to their knitting and wait it out.

"This is a tough time, maybe the toughest time I've seen. [But] we have no choice but to wait it out," said Thomas O. Ryder, president of American Express Publishing Corp.

"We're not going to run counter to a difficult economic environment. There is no magical solution."

Contrary to the gloom-and-doom scenario many industry observers predicted, publishers put their best faces forward at last week's conference, co-sponsored by Magazine Publishers of America and the American Society of Magazine Editors.

Many publishers predicted that when the economy rebounds, so will their industry.

What they said, in effect, is that since they didn't cause the drought, there's little
(Continued on Page 70)



MPA President Donald Kummerfeld (l.) stands with newly elected officers Reginald K. Brack Jr., chairman; Thomas O. Ryder, vice chairman; D. Claeys Bahrenburg, treasurer; and Robert J. Teufel, secretary, at the magazine conference in Scottsdale, Arizona.

NEWS SUMMARY

- **Jerry Della Femina** says he's disappointed with the support his agency is getting from its parent group, Eurocom, and may quit the agency business. 1
- **Magazine publishers** at the American Magazine Conference expect another ad slump next year. 1
- **Campbell Soup Co.**, changing ad strategy, will drop umbrella campaigns to focus on specific soup varieties. 3
- **Network TV ratings** for the first three weeks of the season show the Big 3 locked in a close battle. 3
- **Kodak** has ended media advertising for its struggling battery line. 3
- **Ford** asked Chevrolet to change or withdraw certain truck ad claims, and may join Coca-Cola Co. in pressing the networks for tighter controls on comparative ads. 3
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Saatchi London ceo exits to start shop

By Laurel Wentz

LONDON—Saatchi & Saatchi Advertising Worldwide's office here has been hit with another executive departure.

Paul Bainsfair, 37, who filled the No. 2 slot as joint chief executive and managing director at the U.K.'s largest ad agency, quit last week to start his own shop.

His partner is expected to be former Gold Greenlees Trott Creative Director Dave Trott, but Mr. Bainsfair declined to name his partners.

"All that's happened so far is I've resigned from Saatchi," he said. "I'm going to start what I hope will be a major new agency."

Mr. Trott was fired this summer from Gold Greenlees Trott, the agency he founded in 1980 with Michael Gold and Michael Greenlees, both now joint chairmen.

Mr. Trott has been seeking partners and backing for a new agency for several months. He couldn't be reached for comment.

Paris-based BDDP Group reportedly is considering backing the new agency. John Sharkey, the chairman of BDDP U.K., is a former Saatchi executive and has worked with Mr. Bainsfair. BDDP executives didn't return calls.

Mr. Bainsfair confirmed he's bound by the usual non-competition clauses, restraining him from approaching Saatchi clients or

staff. He pointed out, however, they're free to approach him.

Mr. Trott faces no such restrictions because Gold Greenlees Trott broke his contract, Mr. Greenlees said. Mr. Trott continues to own a 6% stake in that agency.

"I genuinely think [Paul Bainsfair's departure] has nothing to do with the pressures of running [Saatchi] and has everything to do with Dave Trott being available."

In addition to Mr. Bainsfair's departure, one of the U.K.'s top copywriters will leave Saatchi this week. Graham Fink will become deputy creative director at Gold Greenlees Trott. And two weeks ago, Saatchi Media Director Alec Kenny quit to start his own media buying company, Kenny Lockett Booth.

Mr. Bainsfair joined Saatchi as a junior account exec in 1975 and worked his way up through account director and group account director jobs before becoming managing director in 1986. He and Bill Muirhead became joint chief executives in 1988.

The only time Mr. Bainsfair was

tempted to leave Charlotte Street, as Saatchi's London agency is usually called, was when Mr. Trott tried to hire him in the early 1980s, said an advertising executive who's worked with Mr. Bainsfair.

"Although there is an obvious frustration working for Charlotte Street in [Saatchi's] current situation, to a large extent Charlotte Street has been insulated [by its success] from Saatchi's problems," the advertising executive said. "I genuinely think [his departure] has nothing to do with the pressures of running Charlotte Street and has everything to do with Dave Trott being available."

In Saatchi's earlier days, valuable staffers who tried to leave were wooed back with a combination of emotional pressure from Charles Saatchi and money. It's a sign of the increasingly leaner U.K. ad industry and the agency's own deep financial problems that Saatchi no longer resorts to such tactics.

To replace Mr. Bainsfair, Saatchi is promoting two of the six chief operating officers who oversee account groups and are the next layer of management below Mr. Bainsfair. David Kershaw and Peter Watkins will become joint managing directors, reporting to Mr. Muirhead, the chairman-ceo.

Saatchi said last week that Derek Bowden, media director of Saatchi & Saatchi Advertising International, will replace Mr. Kenny. □

AmEx works 'Weekends'

By John McManus and Alison Fahey

American Express Co. this week will launch a massive TV blitz promoting its Weekend Privileges program with commercials featuring a \$10,000-a-day giveaway contest for cardholders.

The contest is a major component of the program, which will be supported by a \$25 million advertising and direct mail campaign aimed at attracting more leisure spending.

Another part of the program, to be announced this week, is a new 800 number cardholders can use to get leisure activity information.

The \$25 million fourth-quarter campaign is part of AmEx's \$90 million annual marketing budget for merchant tie-in, special offer and discount promotional programs, said David Beeman, VP-cross-industry marketing.

AmEx will start promoting the sweepstakes, dubbed "Dream Weekends," with a commercial airing on cable TV networks tonight and during the World Series game Oct. 17 on CBS. The spot, themed "Now you've got Weekend Privileges," was created by Ogilvy & Mather, New York.

Starting today and running each day through yearend, an AmEx Green, Gold or Optima cardmember who uses the card that day will be selected randomly to receive \$10,000 in credit.

"With the \$10,000 prize, cardmembers will be able to put together their own 'dream weekend'

package," said Nancy Muller, VP-public affairs.

The commercial will highlight fantasy weekend ideas and mention AmEx's many promotional partners, Ms. Muller said. Spurning the use of celebrities, the commercial features a "typical family" scenario.

A heavy national TV network and spot media schedule will run through Christmas, supported by

"With this campaign, we expect to establish American Express as the official card of the American weekend."

print ads.

"With this campaign, we expect to establish American Express as the official card of the American weekend," Ms. Muller said.

AmEx declined to reveal details about the 800 number service. But sources familiar with the program said it's to be called Privileges on Call and is an interactive telephone program.

Callers will be addressed by name and instructed to enter digits on phone touchpads corresponding to the locale in which they are interested, the sources said. Callers will then be guided to more specific information on entertainment options, including restaurants, theaters, shopping and special events.

AmEx introduced the Weekend

Privileges program Sept. 10 with a print campaign. It's the "largest multimedia marketing program ever conducted with establishments that accept the card," the company said.

The program offers cardholders special deals and values from hundreds of establishments ranging from Walt Disney World to Hertz rental cars to Hilton hotels and hundreds of local restaurants and stores.

The fourth-quarter push comes as all major credit card brands vie with one another to persuade cardholders with more than one credit card to use theirs rather than a competitors'.

AmEx's share of charge volume declined last year, said Kurt Peters, publisher of *Credit Card News*.

In 1988, AmEx charge volume totaled \$58.5 billion with a 22.6% share of the credit card market, Mr. Peters said. In 1989, its charge volume rose 11% to \$65 billion, but share fell to 21.9%.

In the same period, MasterCard and Discover both lost almost a percentage point of their share, while Visa recorded more than a percentage point increase.

"What American Express is trying to do is make a push out of the [business] travel and entertainment mode into a more general-purpose mode," Mr. Peters said. "They need to pump up their effort for broader usage, because Visa and MasterCard have started cutting into American Express' traditional turf of travel and entertainment." □

MEDIAWORKS

TRACKING SHARES

Nets don't sweat ratings yet

A ratings and demographic analysis of TV programs.

Instead of simply giving advertisers make-good units when TV shows underdeliver guaranteed ratings this year, the Big 3 networks first will check the re-

ported levels of homes using television and persons using television in key demographic groups.

Then the networks will compare the numbers to a controversial NBC-designed viewer counting plan, using viewing habits for the last eight years to estimate what

the 1990-91 HUT and PUT levels should be each month.

So far in this young TV season, HUTs and PUTs are living up to expectations, nearly matching last season's level. But the networks say they need the formula as protection from volatile, unexplained fluctuations and drastic declines in reported viewing levels they say could be attributable to Nielsen Media Research's methods.

When usage levels inexplicably plummeted in February and March, the ensuing proportional ratings shortfall forced the networks to give away as much as \$200 million worth of commercial inventory as make-goods.

Advertisers and agency executives reluctantly agreed to accept the formula as part of advertising buys during the network upfront selling season last summer, but TV viewership has since rebounded (AA, July 30).

With fourth-quarter sales soft, few believe the formula will actually be used, even if HUT and PUT figures dip below expected levels. That's because advertisers may be more amenable to buying more time if the controversial formula isn't brought up.

Tracking Shares will periodically compare Nielsen's 1989-90 and 1990-91 season HUT and PUT levels. □

SPOT CHECK



Source: Horizon Media

Elections boost October

Spot Check is a monthly survey of purchasing activity in the top 20 TV markets, compiled by Horizon Media, New York. Markets are ranked by spot availability after September sales.

Top 20 overlook: TV stations predict spot sales will be flat or down, perhaps creating the softest fourth quarter in several years. Political spending has helped tighten a number of markets during October, but there's little else contributing to healthy sales.

Tight—Time available but demand keeps prices stable.

Los Angeles: Political spending could reach more than \$20 million. Auto import spending is outpacing domestics.

San Francisco: Banks and foreign cars are spending more than last year; heavy political spending keeps the market tight.

Seattle: Local bank spending is up to compete with new entry Bank of America. Fast-food spending is double last year.

Tampa, Fla.: Financial services, automotive companies, retailers, fast-food restaurants and politicians have boosted spending.

Negotiable—Time available at negotiable rates.

Chicago: Heavy political spending made October tight but will fade in November. Automotive spending is down at least 8%.

Cleveland: Political spending keeps the market tight. Local auto spending is down. Fast-food is strong; movies are up.

Denver: Auto spending is strong, especially foreign. A new mall has sparked retail spending; fast-food wars are on.

Houston: Fast-food, political and auto spending are heavy.

Miami: Auto spending is very high. Mobil Oil has resumed advertising; more oil spending could return.

Minneapolis: Politics and the lottery keep the market strong.

New York: Business is up about 7% from last year, after some marketers held spending in case the Mets made the playoffs.

Phoenix, Ariz.: Financial services, retail and politics are heavy.

Pittsburgh: Auto is up and fast-food spending is heavy; financial services spending is flat and retail is down.

St. Louis: Fast-food chains are spending more than ever; retail is up. Movies are expected to be strong.

Washington: Politics keep the market busy; auto spending is heavy.

Very soft—Much time available, possibly at discounts.

Atlanta: Financial services spending is up about 35%; domestic auto spending and retail are down.

Boston: Political spending has tightened all dayparts except daytime; all other spending is flat or down.

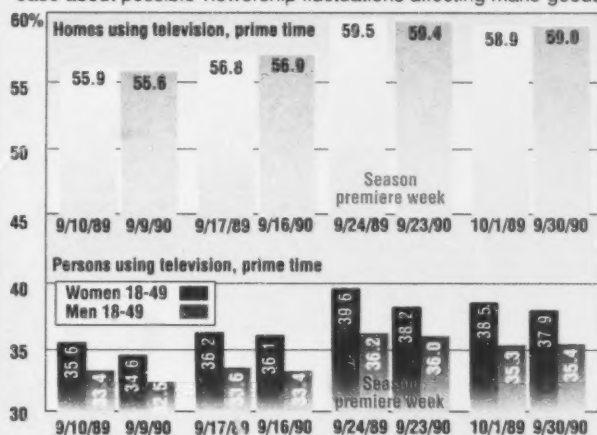
Dallas: Financial services spending is down, and the market will soften more when political spending ends.

Detroit: Advertisers are watching how revamped early-fringe lineups on three of the five stations fare.

Philadelphia: Credit card and political spending are heavy. □

Season viewership on track

Nielsen's figures are steady with last year, putting the networks at ease about possible viewership fluctuations affecting make-goods.



Figures are percentages of the 93.1 million U.S. households and the 59 million men and 60.3 million women ages 18-49 in the U.S. Viewership figures for men and women 25-54 also were relatively flat. Source: Nielsen Media Research

NEW AD RATES

Car & Driver, New York: Rate base to \$950,000, up 5.5%; b&w page to \$35,460, color page to \$54,585, each up 10%; b&w cost per thousand to \$37.33, up 6%; color CPM to \$57.46, up 5%. Effective: October issue.

Endless Vacation, Indianapolis: Rate base to 790,000, b&w page to \$11,930, color page to \$15,680, each up 12%; b&w CPM to \$15.10, color CPM to \$19.84, each down 1%. Effective: November/December issue.

Essence, New York: Rate base unchanged at 850,000; b&w page to \$17,030, color page to \$25,560, b&w CPM to \$20, color CPM to \$30, each up 5%. Effective: Jan. 1.

Financial World, New York:

Rate base to 500,000, up 3%; b&w page to \$21,179, color page to \$32,695, each up 9%; b&w CPM to \$42.32, color CPM to \$63.49, each up 6%. Effective: January.

Food & Wine, New York: Rate base unchanged at 800,000; b&w page to \$19,825, color page to \$27,249, each up 9.5%; b&w CPM to \$24.78, color CPM to \$34.06, each up 9.5%. Effective: November issue.

Men's Health, Emmaus, Pa.: Rate base to 350,000, up 40%; b&w page to \$12,055, color page to \$17,000, each up 48%; b&w CPM to \$34.44, color CPM to \$48.57, each up 6%. Effective: January/February issue.

Playboy, New York: Rate base unchanged at 3.4 million; b&w

page to \$48,940, color page to \$68,545, b&w CPM to \$14.39, color CPM to \$20.16, each up 5%. Effective: January.

Shape, New York: Rate base to 750,000, up 4%; b&w page to \$14,200, color page to \$17,710, each up 9.6%; b&w CPM to \$18.93, color CPM to \$23.61, each up 6%. Effective: January issue.

Utne Reader, Minneapolis: Rate base to 225,000, up 12.5%; b&w page to \$6,470, color page to \$9,385, each up 20.5%; b&w CPM to \$28.75, color CPM to \$41.70, each up 8%. Effective: January/February issue. □

Wayne Walley coordinates MediaWorks.

with our 65% college-educated audience.

Backpacker.
Bicycling.
Men's Health.
Runner's World.

RODALE
ACTIVE
NETWORK

Source: MRI Spring 1990. MEN'S HEALTH will be measured as part of the Network in Spring 1991.

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